

October 20, 1942

Mr. Addison Taylor
Station WPRU
Princeton University
Princeton, New Jersey

Dear Doc:

A contract with Old Golds has been approved for your station, for a five-minute campus news show 5 times weekly, Monday through Friday. Your time is listed as 7:55 - 8:00 as you agreed.

The contract calls for 35 5-minute campus news broadcasts between October 26, and December 31. If your station does not complete 35 broadcasts (seven weeks) in these ten weeks, there will be no chance for make-goods after the expiration of the contract on December 31.

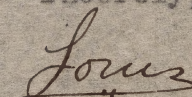
In determining the days in which you will not be broadcasting, there must be accuracy, as changes will not be allowed once the contract commences.

Please confirm this letter by a night-letter, collect, in which should be stated by weeks (i.e. weeks of October 26, Nov. 2, 9, 16, 23, 30, Dec. 7, 14) etc. the period during which you will be carrying the 35 broadcasts for this contract. In case of individual days missed during these weeks, due to holidays, etc. explain this in the night-letter by stating: i.e. "Omit Nov. 3, 11, 25, 26, 27" etc. as the case may be.

The contract is subject to renewal after the period is up, but we are certain that there won't be any chance of renewal unless this contract is carried out smoothly. If you have a daily five minute campus news show on now, fine. Otherwise, one should be built up as a good all-around campus newscast, as later on we will submit sample scripts to Old Golds.

We must hear from you in a night-letter by Friday, October 23, stating all details mentioned above. Once more, I should like to request the greatest possible accuracy in formulating dates.

Sincerely,



Louis M. Bloch, Jr.
Business Manager